

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 106554  
**Alt Order #:** 06851927  
**Product Desc:** OBAMA ADD  
**Estimate:** 1768  
**Flight Dates:** 09/13/12 - 09/17/12  
**Original Date / Rev:** 09/12/12 / 09/18/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	22	\$22,325.00	\$18,976.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	22	\$22,325.00	\$18,976.25	0.00
<b>Totals</b>	<b>22</b>	<b>\$22,325.00</b>	<b>\$18,976.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	17%	\$22,325.00
Market	100%	\$131,323.53

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	35%	\$45,963.24
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	13%	\$17,072.06
KTUD	0%	\$0.00
KVVU	28%	\$36,770.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$9,192.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/17/12	M-F 5-6a WakeUp w/Wa@M	5-6a		M--TF--	:30	2	\$125.003		0.00	NM	1	\$125.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	---TF--			1			\$125.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M--TF--	:30	2	\$125.003		0.00	NM	1	\$125.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	---TF--					1	\$125.00		0.00			
E 2	KSNV	09/13/12	09/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M--TF--	:30	2	\$250.003		0.00	NM	1	\$250.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	---TF--					1	\$250.00		0.00			
E 3	KSNV	09/13/12	09/17/12	Today Show Today Show	CM	658a-9am	M--TF--	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M--TF--					2	\$550.00		0.00			
E 4	KSNV	09/15/12	09/15/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$225.00		0.00			
E 5	KSNV	09/13/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M--TF--	:30	2	\$225.003		0.00	NM	2	\$450.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M--TF--					2	\$225.00		0.00			
E 6	KSNV	09/13/12	09/17/12	M-F Early News M-F-Early News	CM	5-630p	M--TF--	:30	4	\$375.003		0.00	NM	3	\$1,125.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M--TF--					3	\$375.00		0.00			
E 7	KSNV	09/15/12	09/15/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$225.00		0.00			
E 9	KSNV	09/14/12	09/14/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$1,000.003		0.00	NM	1	\$1,000.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$1,000.00		0.00			
E 11	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
SUN NT FB: DET @ S FRAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$8,000.00		0.00			
E 12	KSNV	09/13/12	09/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M--TF--	:30	2	\$1,100.001		0.00	NM	2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M--TF--					2	\$1,100.00		0.00			
E 13	KSNV	09/13/12	09/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	M--TF--	:30	2	\$425.001		0.00	NM	2	\$850.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M--TF--					2	\$425.00		0.00			
E 14	KSNV	09/13/12	09/17/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	M--TF--	:30	3	\$225.001		0.00	NM	3	\$675.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M--TF--					3	\$225.00		0.00			
N 15	KSNV	09/17/12	09/17/12		CM	8-10pm	M-----	:30	1	\$4,000.001		0.00	NM	1	\$4,000.00

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Mon PR 8-10p															
Monday Prime 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$4,000.00		0.00				
N 16	KSNV	09/14/12	09/14/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
Friday Prime 10-11pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$2,100.00		0.00				
													Totals	22	\$22,325.00